

there is an editorial running the full length of the column, down the left-hand side. I promise I will not read all of it. One or two quotations will make the point. It says:

The report of the Special Senate Committee on the Mass Media contains a harsh, unfair, unsubstantiated and often vicious attack on the *Chronicle-Herald* and the *Mail-Star*...

Nothing in the committee's report, least of all its plethora of cheap, offensive rhetoric and Madison Avenue jargon, will divert us from this purpose...

In a free enterprise system, to which Senator Davey may or may not be dedicated, newspapers, like magazines, are either profitable, or they cease to exist. Under a different system, in which journals are subsidized by the state—there exists plenty of examples of such government-aided newspapers, in countries such as Russia.

You get the idea. It goes on, in similar vein. Fair enough. That is editorial comment.

The *Chronicle-Herald* returned the very next day—

**Hon. Mr. Isnor:** That is the evening paper.

**Hon. Mr. Davey:** That is the evening paper, but the same editorial was in the *Chronicle-Herald*. It was in both papers. The same day the *Chronicle-Herald* returned to the fray, this time not in editorial comment but rather in the news pages. And this is a front page which I will treasure and treasure always. It was in the left-hand corner. Senator Cameron can see it. There is a story headed by pictures of three people—Spiro Agnew, Martha Mitchell and me. It was rather stunning indeed.

There is a story in the centre of the page of the *Chronicle-Herald*, which reads: "Senate star Davey cut after 54 days." That of course refers to my career in professional football, when I served as Canadian football commissioner for 54 days. I should add that Halifax was not alone in drawing attention to my career in football. Even the august Hamilton *Spectator* had the same thing in an editorial which appeared on December 12: "The Davey Burlesque". It begins with a comment:

The reaction varies from disappointment to amusement, and even contempt. Perhaps a few excited yawns.

This refers to the reaction of the staff of the *Spectator*. My friends at the *Spectator* tell me that the editorial was written by the publisher himself. He was yawning so hard that he wrote the longest editorial in the history of the *Spectator*. It also says:

Davey then got the \$30,000 a year job of Canadian Football Commissioner, which lasted for 54 days. The press had a good deal of fun with this, which enraged him. Davey by then had achieved the reputation of a clown prince of failure.

That was written by the publisher.

One more football editorial would make the point, but I am not sure that my career in football was germane to the discussion. Listen to this one:

Senator Davey's performance in the Senate seems to be as disastrous for the integrity of that body as his brief commissionership of the Canadian Football League promised to be for Canadian football. Unfortunately, it's more difficult to get rid of an inept senator than it is to induce the resignation of an erratic football commissioner.

That is from our friend Ron Gostick up there in Flesherton.

Honourable senators, so much for coverage. What was the reaction of the media? When one asks that question, one almost immediately asks, how did the daily newspapers respond? But of course there are many other measures of how the media responded, and while I want to look at the daily papers let me for the moment look very specifically at the weekly press.

Here is an editorial from a specific weekly paper that I will burden you with. It is from the January 14 issue of the *Huron Expositor* of Seaforth, Ontario. The editor is Andrew Y. McLean. It reads:

The report of the Special Senate Committee on the Mass Media provides emphasis on the problems facing the weeklies at a time when the weekly industry is undergoing more changes probably than at any time since William Lyon McKenzie published his *Colonial Advocate* in Toronto more than a hundred years ago.

While a relatively small portion of the report is devoted to weeklies the conclusions which are reached suggest a sympathetic and informed knowledge of Canada's community newspapers as excerpts from the report which appear on page 10 of this issue indicate.

This editorial concludes:

The Senate committee report serves a most helpful purpose not only in highlighting the changes that are occurring but also emphasizing the role of the weekly and the significant community contribution it makes.

Honourable senators will be interested to know that the publication of the Canadian Weekly Newspaper Association, the *Canadian Weekly Publisher*, devoted almost its entire issue of January 1971, to comment on and coverage of the report of the Special Senate Committee on Mass Media. Indeed, the actual section of the report dealing with weeklies is reprinted in its entirety. I will read you only a sentence or two from what was written by the President of the Canadian Weekly Newspaper Association, Mr. Charles Hawkins. Here is the way he began his comments in this report:

CWNA's self-analysis brief to the Senate in 1970 and their revealing views about the state of the weekly press in Canada was the greatest thing that happened to us in several years.